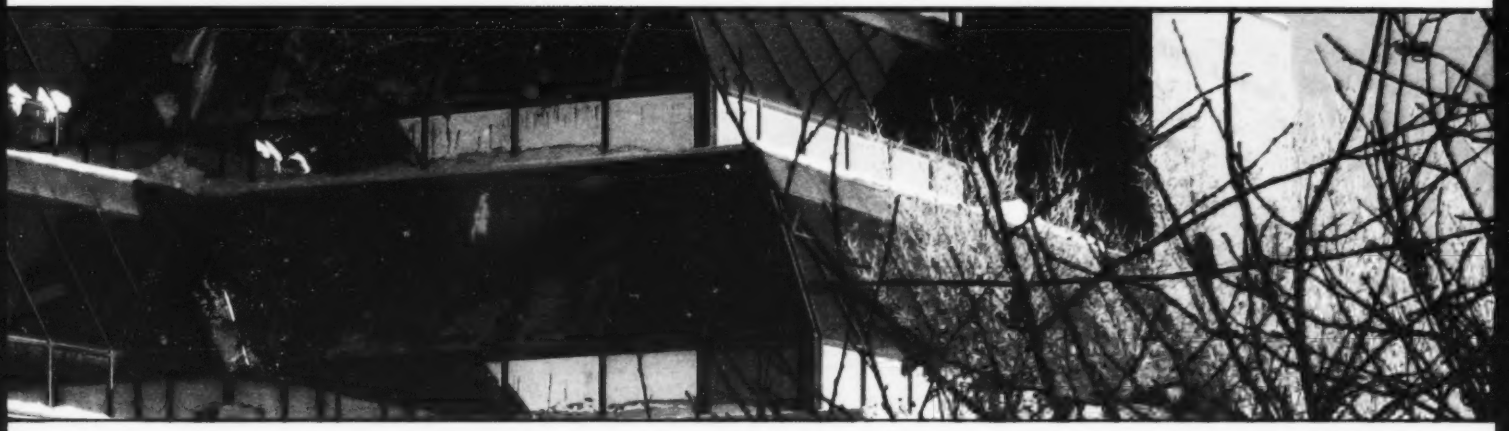
INNOVATION PLACE.

THE scene

news and happenings around the parks



HOLIDAY 2006

PICANTE ADVERTISING ADDS SOME SPICE TO INNOVATION PLACE

If you've been noticing something familiar lately about the setting of several local television commercials, you've likely been watching ads produced by Picante Advertising. The Winnipeg-based advertising agency recently set up a Saskatoon branch office in the Atrium Business Centre and is taking full advantage of its new surroundings.

"This is such a great facility," says Picante's Vice President (West) Shannon Cossette. "It's like having an indoor and outdoor studio or production stage right here."

Cossette says it's not just the beautiful amenities that brought Picante to Innovation Place. "The potential for our full-service agency is huge here because there are so many entrepreneurs who at some point in their company's growth will be needing communications advice or services. As a full-service agency we can do everything to help people get their message across: from strategic planning all the way to creative design, production and media buying."

While there are plans to expand the Saskatoon office in the months ahead, for now Cossette is running things on her own. She has support at Picante's head office in Winnipeg, but she also enjoys the sense of community she gets from her fellow tenants at the Atrium Business Centre.

"There's a creative energy here that I think all the tenants feed off," says Cossette. "What other commercial building in the city has a ping pong table in a common area? There's always something going on. We wouldn't want to be anyplace else but here."

Picante Advertising:

Est. April 1, 2006

Full-service agency

Saskatoon contact:
Shannon Cossette, VP (West)
306.382.3888

Website: www.picanteads.com

No pelicans were hurt in the filming of this commercial: photo from a television commercial filmed at Innovation Place and produced by Picante Advertising.

Design award for The Forest Centre

Honoured for environmental design

The Forest Centre in Prince Albert has been awarded a GOLD certification in Leadership in Energy & Environmental Design (LEED) from the Canada Green Building Council. It is the first building in the province to receive LEED certification, and only the fourth in the Prairies awarded a Gold.

The LEED designation is used throughout North America to distinguish building projects that meet high standards in environmental responsibility and energy efficiency. Douglas Tastad, President and CEO of Innovation Place, says for the past ten years Innovation Place has been increasing the environmental performance of all its buildings. "We are always looking for ways to incorporate innovative ideas while meeting the needs of our tenants," says Tastad.

For the tenants of The Forest Centre, working in a green building means 100 per cent fresh air and a high availability of natural light. Also contributing to the Gold certification:

- Low emission building materials to maintain good indoor air quality;
- Recycling of materials from previous buildings on site;
- Use of local building materials;
- Fifty per cent reduction in the use of water by using waterless urinals and dual control toilets;
- Landscaping to absorb storm water;
- Locating on a bus route, and bike storage and showers for cyclists; and
- Ongoing monitoring and maintenance to ensure buildings are operating at optimum capacity.

Tastad says Innovation Place is pleased to lead by example. 121 Research Drive, the new five-storey multi-tenant facility currently under construction in Saskatoon, will also be certified through the LEED process.

"Innovation Place is pleased to lead by example."

Saskatchewan Environment Minister John Nilson unveils the commemorative plaque celebrating the LEED Gold Certification for The Forest Centre in Prince Albert.

Regina tenants shared in the holiday spirit at the park's annual tenant reception on December 7th.

Comings and goings:
Clients on the move

New Clients:
Pacific & Western Bank of Canada
224 - 111 Research Drive

Moving:
Siemens Canada Limited to
102C-116 Research Drive

AMEC to
314 & 324 - 111 Research Drive

The Co-operators to
216 - 111 Research Drive

Mobile CompuNet to
102H - 116 Research Drive

Well wishers toast the success of **dhs Communications** *at a celebration on December 7th marking their 20th anniversary.*

from l to r: Fran Nutter, Innovation Place; Sandra Ribiero, Canadian Light Source; Melana Soroka, University of Saskatchewan; Sue Echlin, Innovation Place; and Jill Cope, City of Saskatoon

Congratulations also go out to **McNair Business Development** and **Loose Foot Computing,** both celebrating 10 year anniversaries in 2006.

Canadian President for AURP

Austin Beggs, Director, Corporate Relations for Innovation Place, has become only the second Canadian to be elected president of the Association of University Research Parks (AURP).

Formed in 1986 as a response to a growing interest in research and development activities based in clusters, AURP is a non-profit international organization with more than 350 members. It is a leader in the collection and dissemination of information related to research parks. The Association serves primary members such as planned and existing research parks, as well as university, governmental, non-profit and private organizations that have a vested interest in what research parks offer.

Begg's appointment to the presidency of AURP was announced at the Annual Conference in Atlanta Georgia, attended by more than 200 delegates from six countries. With the incorporation of a globalization strategy, Beggs hopes to see these numbers increase over the coming years.

"As AURP president, my goal is to focus on four fundamental principles," says Beggs. "Continuous improvement; creating benefit for all members, large and small; creating and incorporating a globalization strategy; and developing management strategies and approaches to better serve the membership."

Beggs has a long history with the AURP, having served as secretary, 2nd vice president and 1st vice president. He has an even longer history with Innovation Place where has worked for more than 21 years in the areas of governmental and institutional development and planning, and marketing. His high profile position within the AURP will further enhance the reputation of Innovation Place around the world.

For more information about AURP, please visit http://www.aurp.net.

Innovation Place Scholarship winner announced

Congratulations to DESIREE LABERGE, the winner of this year's Innovation Place Scholarship for Aboriginal Students in the Sciences (Saskatoon).

Laberge is in her third year in the College of Agriculture at the University of Saskatchewan.

Tenants in the Spotlight

Three Innovation Place tenants are featured in the provincial government's multimedia *Innovative by Nature* campaign, targeted at Canadian business leaders. **Bioriginal Food & Science Corp**, the **Petroleum Technology Research Centre** and **SED Systems** all illustrate this province's innovative economy. You can learn more about *Innovative by Nature* by going to www.thinksask.ca.

If your company is interested in being profiled on the *Innovative by Nature* website, contact webmaster@ir.gov.sk.ca.

SATA Membership to all Tenants

Innovation Place and the Saskatchewan Advanced Technology Association (SATA) have formed a strategic partnership to provide Innovation Place tenants with a SATA membership. As of November 30, 2006, all tenants from Saskatoon, Regina and Prince Albert will enjoy the benefit of a SATA membership. For more information about the wide variety of services SATA provides, please go to www.sata.ca

BOFFINS CLUB
INNOVATION PLACE

CAN SCOTCH BE IRISH?. . .

AND OTHER BURNING QUESTIONS ANSWERED

Did you know?

- Genuine Scotch must be distilled in Scotland in order to be called Scotch, although it can be bottled elsewhere.
- The smoky flavour of certain Scotch whiskies originates from the peat fire over which the green malt is dried prior to grinding and mashing.
- Single means that all of the product is from a single distillery, while blended means that the product is composed of whiskies from two or more distilleries.

If you are interested in learning more about the subtleties of Scotch, you may want to sign up for *Scotch Tasting 101*, being offered at the Boffins Club in January.

Boffins will be offering more of these entertaining and educational events throughout the year to come, in addition to the ever popular Gourment Cooking Classes. Boffins' members frequently bring guests along to learn the tips and tricks involved in preparing mouth watering menus from Executive Chef Rusty Penno and the rest of his Red Seal staff.

Boffins' Cooking Classes are held on the last Wednesday evening of each month, with each class focusing on a different theme.

Have a great time while learning about the finer things in life.

Joshua concentrates while making gingerbread cookies at the Boffins Club's Kids Holiday Party in Saskatoon. Thank you to all the families who brought in knitting yarn and baby food as donations to the Children of Saskatoon Food Bank and Learning Centre. It really is the season of giving.